

**REMARKS**

Only claims 1 and 4 are pending in the application. Claims 1 and 4 are hereby amended. Claims 2, 3, 5, and 6 are hereby canceled.

Regarding claims 1 and 4, the Examiner alleges that “it would have been obvious to have either a minimum or maximum average luminance level for each of display panels because they are based on the video input signals.” However, Applicant respectfully disagrees with the Examiner.

As the Examiner states at p. 3, ll. 7-13 of the instant Office Action, Hideo (JP 2003015623) obtains an average luminance level of an original picture from the video signals of the original picture. The “original picture” of Hideo refers to a state before the picture is divided. Therefore, Hideo does not disclose, teach, or suggest an average luminance level acquisition section which “receives the video signal of the same original image, and which acquires average luminance levels respectively of the divided video signals,” as required by amended claim 1.

Further, Hideo merely obtains an average luminance level of an original picture. Hideo does not disclose, teach, or suggest “an average luminance level setting section which selects a maximum level among the average luminance levels” of the divided video signals, respectively.

Moreover, as the Examiner describes in lines 1-7 on page 3 of the Office Action, Odryna (US 6,104,414) does not disclose, teach, or suggest an average luminance level acquisition section which acquires any average luminance level whatsoever. Therefore, Odryna also fails to

disclose, teach, or suggest “an average luminance level setting section which selects a maximum level among the average luminance levels” of the divided video signals, respectively.

In contrast, amended claim 1 requires that “an average luminance level acquisition section . . . receives the video signal of the same original image, and acquires average luminance levels respectively of the divided video signals.” Furthermore, amended claim 1 requires that “an average luminance level setting section . . . selects a maximum level among the average luminance levels, supplying the maximum level to the displays, respectively.” In each of the displays, a control device “controls display brightness on the basis of the maximum level,” enabling appropriate control of the lifetime or temperature of each of the displays.

Thus, even if one of ordinary skill in the art at the time of invention were to combine Hideo and Odryna, one would be unable to obtain the features recited in amended claim 1. Because amended claim 4 recites features analogous to those of amended claim 1, Applicant respectfully submits that amended claim 4 is also patentable for reasons analogous to those presented regarding amended claim 1. Accordingly, Applicant respectfully requests that the Examiner withdraw the rejection of claims 1 and 4.

In view of the above, reconsideration and allowance of this application are now believed to be in order, and such actions are hereby solicited. If any points remain in issue which the Examiner feels may be best resolved through a personal or telephone interview, the Examiner is kindly requested to contact the undersigned at the telephone number listed below.

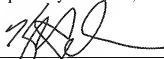
Applicant herewith petitions the Director of the USPTO to extend the time for reply to the above-identified Office Action for an appropriate length of time if necessary. Unless a check

**AMENDMENT UNDER 37 C.F.R. § 1.111**  
**U.S. Application No. 10/760,542**

**Attorney Docket No. Q79441**

is attached, any fee due under 37 U.S.C. § 1.17(a) is being paid via the USPTO Electronic Filing System (EFS). The USPTO is also directed and authorized to charge all required fees, except for the Issue Fee and the Publication Fee, to Deposit Account No. 19-4880. Please also credit any overpayments to said Deposit Account.

Respectfully submitted,

  
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WASHINGTON OFFICE

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